

TOURISM POTENTIAL AND POSSIBILITIES OF ITS EXPLOITATION IN THE SUBCARPATHIAN (PODKARPACIE) VOIVODESHIP

Robert PAWLUSINSKI¹, Bartosz PIZIAK²

Abstract: *The Subcarpathian (Podkarpackie) Voivodeship belongs to the country's regions of more than average tourism attractiveness. Although the area has a high potential for tourism, its local economy in the tourism sector is not well developed yet. The authors have attempted to present factors influencing tourism development possibilities in the region, as well as to indicate the directions of development of its tourism product.*

Key words: *development of tourism in Poland, the Subcarpathian (Podkarpackie), Voivodeship, south-eastern Poland*

INTRODUCTION

The Subcarpathian Voivodeship belongs to the country's regions of more than average tourism attractiveness which can be confirmed by marketing research results conducted by the market research company Synovate (commissioned by the Polish Tourism Development Agency). The results show that the Subcarpathian Voivodeship comes second on the ranking list of Poland's most attractive voivodeships for tourism, just after the Pomeranian Voivodeship. Although the area has a high potential for tourism, its local economy in the tourism sector is not well developed yet. Presently, there are numerous actions undertaken to develop this economy sector and use it as the stimulus for social and economical changes in the Subcarpathian region.

The authors of the paper have attempted to identify the factors influencing the potential of tourism development in the region, as well as to indicate the directions of development of its tourism product. Planning documents that had been created at the regional planning level and statistics data of the Central Statistical Office (GUS) have been used in the article.

TOURISM VALUES

The attractiveness of the Subcarpathian Voivodeship is mainly shaped by the values of its natural environment. Circa 50% of the area is covered with some nature protection form. There are two national parks in the region (Bieszczadzki, Magurski), 10 landscape parks (Cisna-Wetlina LP, Czarnorzeki-Strzyżów LP, San River Halley LP, Słonne

1 **Dr. Robert Pawlusinski,**

Department of Tourism and Health Resort Management, Institute of Geography and Spatial Management, Jagiellonian University, 30-387 Kraków, ul. Gronostajowa 7

2 **Mgr. Bartosz Piziak,**

Department of Tourism and Health Resort Management, Institute of Geography and Spatial Management, Jagiellonian University, 30-387 Kraków, ul. Gronostajowa 7

Mountains LP, Jaśliska LP, Janów Forests LP, Pasma Brzanki LP, Pogórze Przemyskie LP, South-Roztocze LP, Puszcza Solska LP) as well as more than 80 nature reserves (such as Gołoborze, Kołacznia, Krępak, Prządki, Przełom Hołubli, Sołokija, Zwiezło, Źródlika Jasiołki). In the south-eastern part of the voivodeship, a transborder Eastern Carpathian Biosphere Reserve has been created in 1993. It encompasses fragments of mountain ranges in Poland, Slovakia and Ukraine.

The most precious natural areas can be found in the mountains and piedmont regions, mainly in the Bieszczady Mountains and in the Lower Beskids. The mountainous part of the Subcarpathian region is poorly transformed by human, with a richness of flora and fauna. It has a potential for development of long-stay tourism, active tourism and cognitive tourism (Warszyska 1995).

The most attractive mountains are the Bieszczady, which form the easternmost range of the Polish Carpathians. A typical feature of the Bieszczady is the alpine meadow called polonina (i.e. Carynska Polonina, Wetlińska Polonina), non-existent in other parts of the Polish Beskids. The Bieszczady Mountains are also distinguished by the richness of their wildlife. Here live such species as wolf, lynx, brown bear, wisent, Carpathian red deer. The most popular parts of the Bieszczady Mountains are the Halicz and Tarnica range (the highest peak of the Bieszczady is Tarnica with 1346 metres above the sea level), the Wielka Rawka massif and the above mentioned Poloninas' ranges. The western part of the Bieszczady, that is the area of Cisna and Komańcza, is less popular; however some landslide lakes are worth mentioning (i.e. Duszatyńskie Lake). At the foot of the Bieszczady Mountains there is an artificial lake of Solina – the most important region for long-stay tourism in the Subcarpathian Voivodeship. The artificial lake has been created on the San River in 1968. With an area of 21 square kilometers it is one of the biggest water reservoirs in the Polish Carpathians. There are many holiday resorts around the lake, the most important are: Polańczyk and Solina. Neighbouring the Bieszczady Mts, there are the Sanocko-Turczańskie Mts. with their picturesque landscapes and the super-positioned system of mountain ranges.

The Lower Beskids have highly attractive landscapes. They are low mountains (with maximal height of 1000 metres above the sea level) with mild forms, covered with beech forests. Similarly to the Bieszczady Mts., the area's population density is low. The most attractive parts of the Lower Beskids are covered with the Magura National Park. The Lower Beskids are distinguished by reach resources of mineral waters. Two of four Subcarpathian health resorts are located here; these are Iwonicz Zdrój and Rymanów Zdrój.

The piedmont areas are of lower natural value. In this part of the Voivodeship, areas with the more than average attractiveness are considered to be small, individual locations such as the Prządki Rock Nature Reserve near Krosno. The least attractive areas are within the Sandomierz Basin. Most of this area has been significantly transformed by human activity. The only exception is the San River Valley along with the Sandomierz Wilderness (Puszcza Sandomierska).

The San River is the main river of the voivodeship and one of the most attractive places, where a river route has been marked out (the "Blue San River Route" – Błękitny San). The river is suitable for kayaking and boating. The tourist water trail of the San River stretches in the area from Sanok to Przemyśl, which is rich in picturesque mountains

and piedmont landscapes as well as natural river gorges. The upper river section is also usable – for proficient kayakers – and there are many camping sites and holiday resorts along the river route that enable a good planning of the trip.

According to Warszzyńska (1980), the natural environment values of the Subcarpathian Voivodeship have a great potential for holiday tourism. There are good conditions to develop long-stay tourism during the summer season on more than 90% of the voivodeship's area and the highest ranking in this regard concerns circa 40 % of the area. The most attractive areas for summer holidays can be found in the mountain ranges of Bieszczady and Lower Beskids. Also the Dynowskie Piedmont (Pogórze Dynowskie) and the San River Valley have extraordinary values for summer holiday tourism. The least favourable conditions for long-stay tourism during summer season can be found in the central part of the voivodeship.

Most of the studied area can be also used for winter tourism. According to Warszzyńska et al. 1980, good conditions for winter sport activities can be found in 55% of the area of the Subcarpathian Voivodeship, however the 1. class of attractiveness covers only 4.3% of the area and the 2. class - 11.1% of the area.

The figures 1 and 2 show the spatial diversity of the synthetic indicator of natural environment's attractiveness for tourism in the general recreation season as well as in the winter season in the Subcarpathian Voivodeship.

Beside the natural environment, cultural values play an important role for the potential of tourism development in the Subcarpathian Voivodeship. The rich and diversified historical heritage of this area is reflected in the diversity of cultural values in the region. In the southern part of the region, the most important element for the cultural potential is related to the remnants of the local existence of Lemko and Boyko people. These cultural elements are visible in the landscapes of the Lower Beskids and of the Bieszczady Mts., for example the settlements' patterns, the wooden orthodox churches. Most of wooden buildings – both sacred and secular – in the Subcarpathian region have been included in the Wooden Architecture Trail leading through three Subcarpathian voivodeships in Poland (the Silesian, the Lesser Poland and the Subcarpathian). Their special importance and international rank have been confirmed by entering the most precious ones onto the UNESCO Natural and Cultural Heritage List. Two out of six Polish wooden sacred buildings entered on this list are in the Subcarpathian Voivodeship (Blizne, Haczów). The cultural and material heritage of the Boykos and Lemkos is being presented in the heritage park in Sanok – one of the most important cultural tourism centres in the region. No less importantly, their spiritual heritage is being cultivated and alive. Every year in Zydranowa village, there is a great cultural event called Watra cherishing the culture of Lemko people.

Some of the Subcarpathian cities have a great cultural potential, for example: Przemyśl (the old town architecture, the royal castle, the archdiocese basilica, fortifications of the Przemyśl stronghold), Krosno (historical tenement houses from the 15th-17th century, the Franciscan monastery complex from the 15th-17th century), Jarosław (historical tenement houses, an underground tourist trail), Leżajsk (the Bernadine monastery complex with the baroque organ from the 17th century). Equally precious historical monuments are the castles and residential complexes, especially those in Baranów Sandomierski, Krasieczyn and Łańcut.

Another important element of the cultural potential consists of places of religious cult. The most important and most visited centres of Catholicism are Leżajsk (Marian cult), Kalwaria Paławska (Passion mysteries, Marian cult), Dukla (cult of St. John of Dukla), Dębowiec (sanctuary of Our Lady of La Salette), as well as Borek Stary, Jasień (in Ustrzyki Dolne) and Stara Wieś. Other important Christian cult places of other denominations (the Greek Catholic Church and the Eastern Orthodox Church) are in Jarosław, Jaśliśka, Góra Jawor and Ujkowice. An important group of sacred places are the pilgrimage centres of Judaism, mainly Leżajsk and Lesko.

There are more than 30 museum establishments in the Subcarpathian Voivodeship, where numerous historical objects of supraregional rank are collected. Traditions, culture and folk customs are presented by heritage parks in Sanok and Kolbuszowa as well as by the Ethnographic Museum in Rzeszów. There is a biographical museum of Maria Konopnicka in Żarnowiec and a carriage museum in Łańcut. There are also non-typical sorts of museums, such as the Doll Museum in Pilzno and the Petroleum Industry Museum in Bóbrka.

The list of cultural events offered by the region is also relatively well developed, although many of them are of a local character. To the most important cyclic cultural events belong the following: music festivals in Łańcut, Leżajsk, Krosno, Sanok and Przemyśl, poets' competitions in Krosno, A. Didur festival in Sanok, as well as the Theatre Meetings in Rzeszów, the Backyard Band Festival (Przeгляд Kapel Podwórkowych) in Przemyśl and the Country event in Lesko.

TOURISM INFRASTRUCTURE AND TOURISM FLOWS

The Carpathian Voivodeship, despite its extraordinary tourism values, is relatively underdeveloped with regard to tourism infrastructure. It concerns the basic elements of tourism infrastructure, such as accommodation facilities and dining places as well as the elements of accompanying infrastructure. An important barrier for tourism development is the underdeveloped transportation infrastructure, which regards not only the road network but also the railways and air transport (Pawlusinski 2006-2007; Sobala-Gwosdz 2005).

According to the Central Statistical Office, in 2007, there were 336 accommodation establishments for collective accommodation in the Subcarpathian Voivodeship, which formed only 7.3 % of the total number of accommodation establishments in Poland. The total capacity of those accommodation facilities reached the level of 20.7 thousand of accommodation places (3.6% of the total number in Poland). The structure of the accommodation establishments was dominated by year-round facilities. Seasonal use is offered by 89 establishments with the total number of 5283 accommodation places. In 2007, 1.8 million accommodation nights have been sold in the Subcarpathian Voivodeship and the average exploitation rate of accommodation facilities was at 32.9%.

The spatial structure of the accommodation establishments shows a great concentration of this phenomenon (tab). More than 44.0% of accommodation establishments and 48.6% of the accommodation capacity concentrates in the southern part of the voivodeship (the powiats: Bieszczady, Jasło, Krosno, Lesko, Sanok). The highest number of accommodation places in this part of the voivodeship can be found in the following gminas (communes): Solina (3044 accommodation places), Iwonicz Zdrój (1292), Cisna (1055), Ustrzyki Dolne

(880) and Lutowiska (746). Much lower number of accommodation places can be found in gminas (communes) of the northern and central part of the voivodeship. Many of them have no accommodation establishment at all. More than 25% of accommodation places are concentrated in big cities. The highest numbers of accommodation places are found in: Rzeszów (1360 accommodation places) and Przemyśl (973 accommodation places).

The structure of accommodation facilities is dominated by traditional hotels (135 establishments) with 6.1 thousands of accommodation places. Usually, they are of low standards, mainly two and three stars hotels. No four or five star hotel has been established in the voivodeship so far.

The reception facilities for holiday tourism consist of 82 establishments with nearly 33.3% of region's accommodation places. Most of them are open seasonally, only during the summer season. Holiday resorts are usually located in the area of the artificial Solina Lake as well as around the main urban centres in the voivodeship. Health tourism offer consists of 10 facilities with the total potential of 1.7 thousand accommodation places.

An important type of accommodation establishments are boarding houses, mountain shelters and youth hostels (55 establishments in total). They are mainly intended for accommodation of excursion groups and organised touring and their reception capacity is 3.3 thousand of accommodation places, however 60% of them are available only in the summer.

In the type structure of the accommodation facilities, a substantial share belongs to unclassified establishments. In 2003, 50 such accommodation establishments in the Subcarpathian Voivodeship offered a total number of more than 2.5 thousand accommodation places (12.1 of the total number in the voivodeship). The service profile of those establishments is highly diversified and it depends on their location. Some of them are typical transit accommodation establishments located along main transportation routes, called highway lodge (pol. gościniec), wayside inn, small hotel; other are specific establishments of special type or with limited services, functioning in bigger tourism resorts, such as pilgrim's houses, guest rooms etc.

In recent years, an important role in the reception of tourism, especially long-stay tourism, belongs to agritourism farms. These establishments are not obliged to report statistical data, thus it is difficult to determine their exact numbers. According to estimations based on the data from the Institute of Tourism and on the information from gminas, there are more than 700 agritourism farms in the Subcarpathian Voivodeship, offering a total number of nearly 4 thousand accommodation places (Pawlusiński).

The numerous cultural and natural values of the Subcarpathian Voivodeship, despite its often underdeveloped tourism infrastructure, contribute to the growing tourists' interest in this region. As estimated by the Institute of Tourism, in 2007, the Subcarpathian Voivodeship has been visited by 3.2 million persons, out of which 2.2 million (69%) were domestic tourists and 1 million (31%) tourists came from abroad. A growing trend of long-stay tourism (59%) can be observed among domestic tourists. It is worth mentioning, that the Subcarpathian Voivodeship is one of the four most preferred voivodeships by Polish tourists, along with the Pomeranian, West-Pomeranian and Lesser Poland.

Tab.1: *Accommodation facilities in the Subcarpathian Voivodeship and their exploitation by powiats (data from 2007)*

The powiat	The number of accommodation establishments	The number of accommodation places	The number of customers		Sold accommodation nights	
			Total	Foreigners	Total	Foreigners
Bieszczady	34	1980	30864	1633	116754	6221
Brzozów	3	146	3 680	87	14566	99
Dębica	14	895	17377	655	84549	2486
Jarosław	13	717	18617	3294	51345	5431
Jasło	9	237	3646	86	7558	100
Kolbuszowa	6	265	2675	20	7140	27
Krosno	27	1829	31877	566	261385	4078
Lesko	62	4971	127996	6662	566360	54598
Leżajsk	5	192	5248	674	9491	1317
Lubaczów	18	1442	10386	352	84453	1357
Łańcut	9	472	14832	2567	23321	3004
Mielec	8	462	16000	3709	30567	10852
Nisko	6	251	7830	340	14109	351
Przemyśl	11	655	22334	1789	33071	2676
Przeworsk	4	190	4930	826	8102	1343
Ropczyce	8	388	11507	977	17513	1399
Rzeszów	16	726	30864	4335	70015	18375
Sanok	16	1005	30432	2122	51656	5148
Stalowa Wola	8	520	18956	3236	60847	11381
Strzyżów	5	268	6003	264	11699	428
Tarnobrzeg	5	213	12117	1108	17263	2154
Krosno City	3	158	9859	2387	10892	2726
Przemyśl City	14	973	43951	10821	71079	14646
Rzeszów City	21	1360	88409	16976	168057	40182
Tarnobrzeg City	11	337	13811	746	22407	1317
Total	336	20652	584201	66232	1814199	191696

The source: Central Statistical Office (GUS)

According to the Central Statistical Office data, regarding the number of persons who spent at least one night in a collective accommodation establishment, in 2007, the Subcarpathian Voivodeship was visited by 592.6 thousand tourists, out of which 12.6% came from abroad. This result is by more than 5% better than in the previous year. The biggest groups among foreign tourists were Ukrainians (21.1 thousands) and Germans (11.1 thousands). Important shares belong to citizens of United Kingdom (3.3 thousand), Italy (2.4 thousand) and France (2.4 thousand).

The spatial arrangement of tourism in the Subcarpathian Voivodeship is uneven. The by far most frequently visited areas in the voivodeship are the Bieszczady Mts. and the Lower Beskids where the diversified relief and natural values enable different tourism forms (mainly active tourism: many hiking trails, bicycle trails, several skiing resorts; as well as recreation tourism and nature tourism: the Solina Lake).

The domination of the southern part of the region is also related to its cultural values; the cultural richness is the effect of many nationalities and religions coexisting in this area

from the very beginning of the Polish state. This situation is the reason why cognitive purposes belong to main motivations for visiting this part of Poland. There are many thematic trails (such as the Wooden Architecture Trail, the Military Trail, the Hassidic Trail, the Icons Trail) and religious destinations (such as Dukla, Dębowiec, Tarnowiec and pilgrimage destinations for the Jews: Lesko, Rymanów).

The diversified relief of the Subcarpathian Voivodeship was the basis for winter tourism development in the southern part of the region. Beside the numerous tracks for cross-country skiing, there are more than 30 ski lifts, most of which are in the Bieszczady Mts. and in the Lower Beskids. The most frequently visited localities by skiers are the following: Ustrzyki Dolne (the biggest skiing centre of the voivodeship, skiing resorts of Gromadzyń and Laworta), Karlików, Weremień, Puławy and Rymanów Zdrój. Because of their borderland location, these ski lifts become a destination for Ukrainian tourists, just as the skiing slope with a chairlift in Przemyśl, opened in 2006. Most of the Subcarpathian slopes have illumination, snowmaking guns and snowgrooming tractors, as well as ski rental facilities. However, apart from Ustrzyki Dolne, the voivodeship is clearly lacking a big, real skiing centre of the region, attracting tourists from Poland and Ukraine.

Important spots on the tourism map of the Subcarpathian Voivodeship are the health resorts: Rymanów Zdrój, Iwonicz Zdrój, Horyniec Zdrój and Polańczyk. They are well developed, opened year round and most important tourist centres in the region.

In the recent years, the role of the biggest cities in south-eastern Poland has risen significantly (such as Rzeszów, Przemyśl, Krosno). Because of their strategic location, they became the destinations for business tourism (including fairs and conferences). However, their main function is still bound up with the transit traffic which means most tourist stays are limited to several hours.

The northern, central and western parts of the Subcarpathian Voivodeship are far less visited. In these areas the main tourism forms are weekend recreation of local inhabitants: at artificial lakes, at river banks or in the woods of the Sandomierz Wilderness, still rich in forest undergrowth fruits. There are also places visited by tourists all year round such as castles and palaces in Baranów Sandomierski, Łańcut, Rzeszów along the tourist route of Lubomirscy Family Nests.

The data about the numbers of visitors in the most important museums and national parks in the Subcarpathian Voivodeship confirm the great interest of tourists. In the Bieszczady National Park, the tourist traffic on tourist trails amounted to 290 thousand people in 2007 (during the monitoring period, which is the time when entrance tickets are sold, from the end of April till the middle of November). The total number of tourist flow in the Bieszczady National Park is estimated to be circa 0.5 million visitors per year. The Magura National Park, the less known one, is by far less visited by tourists. The numbers are estimated to be circa 50 thousand visitors per year.

Many tourists decide to visit the Folk Architecture Museum in Sanok, which is the biggest establishment of this type in Poland. In 2007, the heritage park in Sanok was visited by 88 thousand people, which was by 25% more than in the previous year. A similar situation is observed in the Castle Museum in Łańcut, which is the second best known tourism destination in the Subcarpathian Voivodeship, after the Bieszczady Mts. In 2007, it was visited by 400 thousand people.

DEVELOPMENT DIRECTIONS FOR TOURISM PRODUCT IN THE SUBCARPATHIAN VOIVODESHIP

Tourism development in the Subcarpathian Voivodeship is an important issue regarding the economical development in the region, as this region is one of the most underdeveloped areas in Poland. Serving this purpose, *the Strategy of Tourism Development in the Subcarpathian Voivodeship for years 2007-2013* has been created. Its supplement, the Concept of tourism products in the Subcarpathian Voivodeship, presents several projects of tourism products whose implementation already begun. In both documents, the development of the region in the direction of tourism has been described as one of the main pillars of the economic growth.

Planning of tourism development in this region takes into account the spatially diversified tourism potential of the voivodeship, which reflects in designation of three main zones of tourism development and in indication of main directions for their tourism products' development.

The first zone – the southern part of the voivodeship – includes the powiats: Bieszczady, Jasło, Krosno, Lesko, Sanok, Brzozów, Strzyżów. It has good conditions for active and qualified tourism, cultural tourism and tourism on rural areas. The region should have a broad tourist offer, including both individual recreation (such as holidays with children) and group tourism (such as school excursions). Motivation tourism, based on active forms of recreation, should be paid a lot of attention.

The zone II – the central part of the voivodeship – consists of following powiats: Dębica, Ropczyce, Rzeszów, Łańcut, Kolbuszowa, Leżajsk, Przeworsk, Jarosław, Przemyśl, Lubaczów. The zone should develop as marshalling area for tourism flow as well as transit area of tourism flows going to Eastern Europe. The tourism product's creation strategy presumes a necessary improvement of tourism infrastructure, para-tourism infrastructure and transportation infrastructure, including the expansion of the airport Rzeszów-Jasionka and the technical condition improvement of main road transportation routes.

The zone III – the northern part of the voivodeship – consists of following powiats: Mielec, Tarnobrzeg, Stalowa Wola and Nisko. It has good conditions for the development of cultural tourism, as well as active and qualified tourism.

Tourism development in the Subcarpathian Voivodeship can be founded on a highly important combination of natural and cultural values, which can become the basis for a future distinction of the region's offer on the competitive tourism market. The development programme for regional tourism products includes the following important ideas for tourism activation in the region (Strategia rozwoju województwa 2007):

„Prehistoric Routes – following the tracks of first settlers” - a tourism product related to ancient trade routes and archeological discoveries of ancient settlements from thousands of years ago (“Tatar mound” in Przemyśl, “the Carpathian Troy” in Trzcenica), as well as to traditions and customs (such as Midsummer festival called “Kupała's Night”)

1. „Routes of Nations – peoples of this land” – the idea of the product comes directly from the multireligion and multinational heritage of culture, it is based on numerous thematic tourist routes in the region and many individual attractions (The Wooden Architecture Route, the Bieszczady's Orthodox Churches Route, The Karol Wojtyła Beskids Route, the Route of Icons, the house of zaddik Elimelach, etc.)

2. „Old Polish Route – in the land of wooden stones, magnate – nobleman – peasant” – this idea inspired by cultural heritage of the 1st and 2nd Rzeczpospolita (hist. Polish Republic), by magnate culture (the Lubomirscy Family Nests Route), nobleman culture (The Aleksander Fredro Route) and peasant culture (The Museums of Folk Architecture in Sanok and Kolbuszowa).
3. „Urban Culture Routes” – presenting the cultural heritage and contemporary culture of Subcarpathian cities, as well as craftsmanship and artisanship, displayed in museums and city’s parks: artistic glass (in Krosno), bell-founding (Przemyśl), Michał Mięśowicz National Clock Factory in Krosno, the Subcarpathian Museum in Krosno with its paraffin lamps collection, the Dolls Museum in Pilzno, the underground tourist route in the basements of tenement houses in the Market Square in Jarosław and Rzeszów (merchants’ cellars), the basements of Przemyśl Stronghold, church cellars.
4. „Technics and Science Routes” - presenting well known and less known prominent persons and scientists of the region such as Ignacy Łukasiewicz, A. Ostaszewski, J. Szczepanik and technical historical monuments, such as the narrow gauge railway Przeworsk-Dynów, the Przemyśl Stronghold, the heritage park and museum of Petroleum Industry in Bóbrka.
5. „Blue San River Routes” – the concept created by the Association “Partnership for the Environment” (Stowarzyszenie Partnerstwo dla Środowiska) as a network of Greenways connected to the river San, which forms a special cultural route (the culture of cities and villages located along its banks) and at the same time an important natural route.
6. „Contemporary Culture Routes” - universal cultural projects, based on contemporary culture resources of the region and forming a complementary offer to the other projects.

Many institutions and organisations get involved in tourism development in the Subcarpathian region. At the moment, the most important entities undertaking pro-tourism actions, with regard to creating a positive image of the Subcarpathian Voivodeship, are the Marshall Office of the Subcarpathian Voivodeship, powiat’s authorities, gminas’ (communes) authorities and non-governmental organisations. The most active of the latter ones are: the Subcarpathian Regional Tourism Organisation, the Local Tourism Organisation the “Lower Beskids”, the Local Tourism Organisation “Bieszczady Mts”, and the Association for Development and Promotion of the Subcarpathian Region “Pro Carpatia”, the Bieszczady Foundation “Partnership for Environment” and the Agritourism Association “Galicia Guest Farms Bieszczady”

A model example of cooperation of several entities – regarding tourism – is the cooperation of Krosno’s authorities, the Association “Portius” and the Polish wine manufacturers with Hungarian partners. This cooperation results in organization of cultural events (such as the Hungarian Day in Krosno on March, 24th 2009, with presidents of both countries as guests) and in attempts to reestablish the historical Hungarian Route – that is the route from Hungary to Poland on which such commodities as Tokaji wine were transported. In 2007, it has been decided to attempt a reactivation of railway from Krosno to Sarospatok and to organise railway trips between Hungary and Poland with a historical train “Portius”, as well as to renovate and reopen the historical basements under

the market square in Krosno, with their former function as Hungarian wine storage, which used to be their function in the 16th and 17th centuries. Maybe in the near future, thanks to such actions, vineyard tourism, a tourism form slowly gaining more and more attention in Poland, will bring economic profits in the Subcarpathian Voivodeships to both wine manufacturers and tourism managers. There are already more than 10 vineyards in the region, producing grape wine of good quality.

Now, another project „On vineyards’ trails of the Subcarpathian region” is being implemented (years 2007-2009), which mainly aims at supporting small farms in their efforts to find alternative income sources, such as production and trade of grape wines and agritourism, as well as at creating a special offer of vineyard tourism.

The example of vineyards’ initiative and the implementation of other concepts aiming at the revival of old professions (such as the Pottery Route) and traditional food, as well as the project of the Association “Pro Carpathia” called “Subcarpathian Treasures – tracking three cultures” (co-financed by the European Regional Development Fund) will entail new initiatives that could be co-financed by structural funds of the European Union. The most interesting projects being now in the implementation or planning phase are:

- the „Carpathian Troy” – called also the “Carpathian Biskupin” – the fortified settlement and the heritage park under construction in Trzcenica near Jasło (years 2006-2009)
- the “Green Bicycle” Route - Greenway Eastern Carpathians (marked out on the Ukrainian side)
- the project „Eco Museum Art Deco” in the area of Stalowa Wola
- the transborder bicycle route project “Museums in the Beskid Mountains” which is supposed to connect museums of Krosno with museums in the region of Svidnik in Slovakia
- the project of a retro railway, called “Tramway to Lviv” connecting Przemyśl and Lviv
- the project of the Knight Traditions School
- the project of the Galicia Narrow Gauge Railway

An important role in the development of tourism offer belongs to the Carpathian Euroregion, founded in 1993 (cooperation between Poland, Slovakia, Hungary, Rumania and Ukraine). Beside economic, educational and cultural activities, many actions in the tourism sector are undertaken, with many accomplished international projects, such as marking out transborder tourist trails, common publications for promotion and education (maps, promotion brochures), international fairs and folk and culture events, as well as training for integration and activation of the tourism sector. Especially in the context of regional tourist cooperation with Presovsky region (Klamár, Mika, Rosič, 2009). Most importantly, actions have been undertaken since 2000, in order to plan together the development of tourism products and services offered in the transborder region (Piziak 2007). These issues are discussed by local authorities’ representatives, scientists and tourism sector representatives at regular meetings and conferences organised in partner states.

CONCLUSIONS

Tourism is a powerful instrument of regional politics, which enables to level socio-economic discrepancies between central and peripheral regions by moving the demand from rich regions to the less wealthy and less developed ones.

The development of tourism is strongly influenced by fashion and trends, either economic or social or lifestyle trends, either on the local, regional or international scale. It is crucial for the tourism sector to recognize these shifting trends in good time. In the Subcarpathian Voivodeship, the factors that will be shaping future tourism development are certainly the following (Strategia rozwoju turystyki 2007):

- the growing awareness of health and ecological issues, which will surely influence decision making when choosing travel destinations and the behaviour of the customer during his travel time
- education, which can affect the choice of artistic, cultural and historical events, that is the events with higher educational and spiritual values
- transportation development, both of road transport (the construction of express roads and of the A4 highway) and of air transport (expansion of the airport Rzeszów-Jasionka and construction of the new terminal, that should be accomplished in 2011), which will increase the accessibility of the region and will directly affect the increase of tourism flow

At the same time, barriers and obstacles for tourism development should be eliminated. In the Subcarpathian Voivodeship these are (Strategia rozwoju turystyki 2007):

- lacking tourism infrastructure and low quality of services offered (actions must be undertaken in order to rise the standards of existing accommodation facilities and to develop new establishments with standards suitable for customers of average and high wealth, as well as to modernize the health resorts infrastructure)
- lacking infrastructure especially transportation infrastructure (insufficient or poor accessibility of even most attractive parts of the voivodeship even during summer, few transborder connections with Slovakia and Ukraine)
- institutional limitations - the poor and slow information flow between departments, their limited competences, lacking qualifications of people responsible for tourism in regional governments or their low activity in establishing of cooperation, all these factors cause many interesting ideas and initiatives never see the light of day
- insufficient, chaotic and antiquated promotion of local, regional and cross-border tourism
- scant exposure and promotion of cultural values or interesting thematic routes

Despite the fact that the actual tourism attractiveness of the Subcarpathian Voivodeship is very high, it is definitely less regarded by tourists, especially foreigners who are still not familiar with this part of the country. Thus all promotion actions can significantly contribute to creating a new image of south-eastern Poland and to changing the false one among potential visitors. They will certainly help increase the number of domestic and foreign tourists visiting the Subcarpathian Voivodeship, lengthen the time of their stay and increase their expenditure level. To achieve these goals, it will be necessary to widen the tourist offer by new elements and products and to offer integrated, comprehensive tourist products by local tourism managers. It is also advisable for tourism sector's entities to

cooperate with the government of the voivodeship and with tourism organizations and to prepare this offer so as it will come up to customers' expectations.

Beside the promotion of the most popular tourism forms practiced in this area such as active tourism, sightseeing or recreation, new trends of world tourism market should be followed. In the near future the brand products of the region and at the same time the most profitable tourism products will be:

- an offer directed at business and transit tourists
- the special offer for foreign tourists, mainly for the elderly people, based on natural and cultural values (such as thematic tourist trails, cuisine tourism, vineyard tourism, ethnical tourism)
- the offer of health tourism in a broad sense
- rural tourism and agritourism
- new specialized and niche tourism forms, such as bird-watching or military tourism

In the Subcarpathian Voivodeship, it is also necessary to refer to the idea of *tourism diffuse* (Mika 2005). It assumes a deconcentration and a diffusion of tourists flow from tourism centres to places off the beaten track, through creation of an attractive complementary tourism offer (festivals, concerts, picnics, folklore parties).

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Fig. 1: *Natural environment's attractiveness for tourism in the general recreation season the Subcarpathian Voivodeship.*

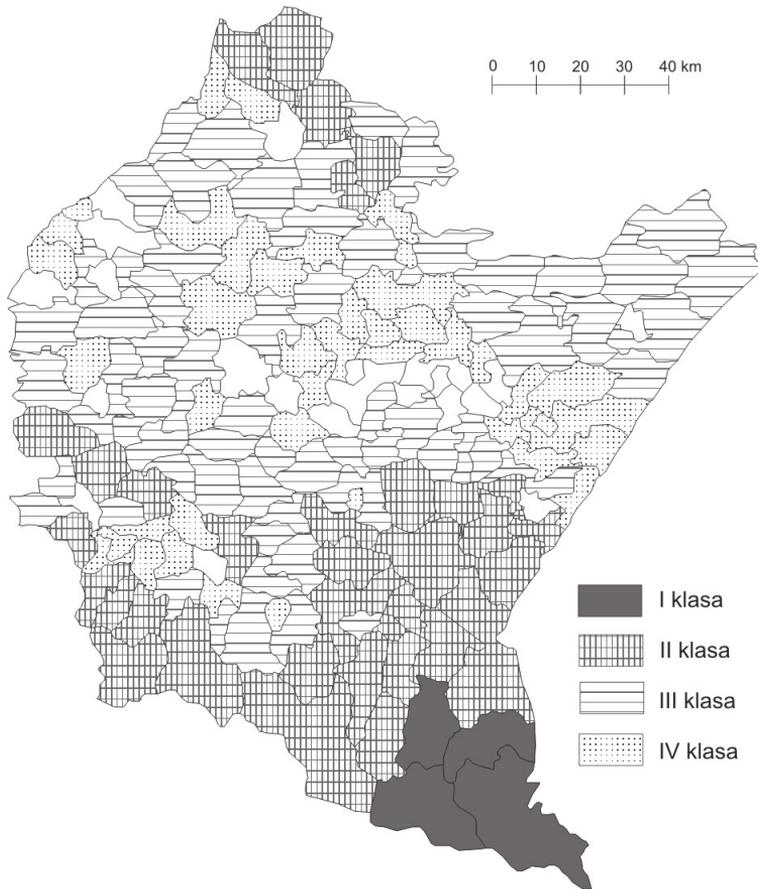
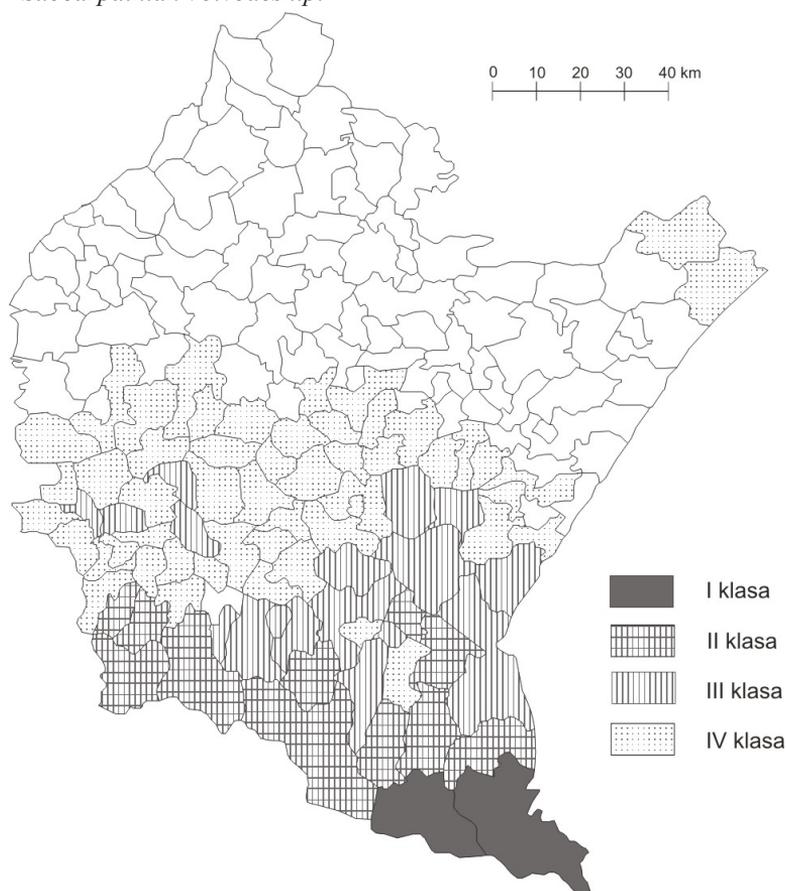


Fig. 2: *Natural environment's attractiveness for tourism in the winter season in the Subcarpathian Voivodeship.*



Source (Fig. 1, Fig. 2): own study.

POTENCJAŁ TURYSTYCZNY WOJEWÓDZTWA PODKARPACKIEGO I MOŻLIWOŚĆ JEGO DALSZEGO WYKORZYSTANIA

Streszczenie

Województwo podkarpackie zaliczane jest do grona województw Polski odznaczających się ponadprzeciętną atrakcyjnością turystyczną. Podstawowym elementem składowym jego atrakcyjności turystycznej jest bogate i różnorodne środowisko przyrodnicze. Najatrakcyjniejszą przyrodniczo część województwa stanowią pasma górskie Bieszczad i Beskidu Niskiego, których znaczne fragmenty objęte zostały ochroną w formie parków narodowych.

Na potencjał turystyczny województwa podkarpackiego w istotny sposób wpływają walory kulturowe, w tym m.in. zabytkowe zespoły miejskie: Przemyśla, Leżajska,

Krosna, zespoły zamkowe w Baranowie Sandomierskim, Krasieczynie i Łańcucie, liczne zabytkowe drewniane obiekty sakralne. Swoistymi walorami kulturowymi odznacza się południowa część województwa, którą przed II wojną światową zamieszkiwała odrębna kulturowo i religijnie ludność bojkowska i łemkowska. Tradycje i budownictwo tych grup etnicznych prezentowane są obecnie w parku etnograficznym w Sanoku.

Pomimo znacznego potencjału turystycznego województwo podkarpackie jest stosunkowo rzadko odwiedzane przez turystów. Corocznie odwiedza go około 3,2 milionów turystów, z czego około 1 mln stanowią turyści zagraniczni. Głównymi celami przyjazdów są: wypoczynek i zwiedzanie oraz odwiedziny krewnych i znajomych. Ruch turystyczny ma charakter sezonowy i ogranicza się głównie do okresu letniego. Najczęściej odwiedzane są obszary górskie województwa, stosunkowo rzadziej turyści odwiedzają część północną i środkową.

Pomimo dużego potencjału turystycznego, turystyka nie odgrywa obecnie istotnej roli w strukturze społeczno-gospodarczej regionu. Jedynie w przypadku kilkunastu gmin można wskazać na powiązania lokalnej gospodarki z sektorem turystyki. Dalszy rozwój turystyki wymaga zintensyfikowania działań zarówno na rzecz poprawy stanu zagospodarowania turystycznego, jak i w zakresie promocji turystycznej w kraju i za granicą. Powinien on nawiązywać do głównego zasobu regionu, tj. bogactwa i różnorodności przyrodniczej i kulturowej. Turystyka bazująca na dziedzictwie kulturowym oraz turystyka przyrodnicza mają szansę stać się jednymi z markowych produktów turystycznych województwa podkarpackiego, poprzez które region ten będzie wyróżniał się nie tylko na tle kraju, ale także państw europejskich. Uzupełniającymi produktami turystycznymi mogą być: turystyka uzdrowiskowa, turystyka aktywna, turystyka poznawcza oraz turystyka tranzytowa.

Recenzowali: RNDr. Kvetoslava Matlovičová, PhD.

RNDr. Radoslav Klamár, PhD.